



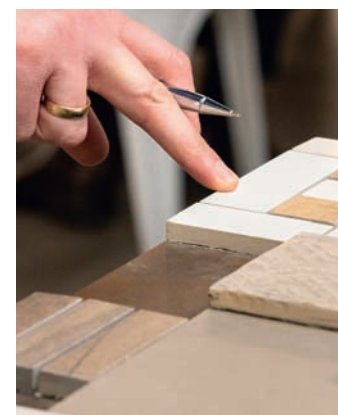
ON THE TILES

Cevisama welcomed in tile merchants from every corner of the globe for its 37th edition – we find out what the industry predicts for the year ahead

Words **Danielle Lett** Exhibition photography **Marcos Soria**

Cevisama once again set the bar high and proved its position as a cornerstone event in the KBB and architectural industries. Based in the traditional heart of Spain's porcelain tile producing region, Cevisama took place from 28 January to 1 February at Feria Valencia, attracting an impressive 91,179 attendees over the course of five days – with 20,000 of those being foreign professionals – confirming that this year's show was its best yet. Cevisama's president Manuel Rubert echoed this, saying: "The historic number of attendees, yet again, from other markets, further boosted the character of the fair and is an incentive for us to continue working along the same lines."

Spanning across 10 halls and with more than 120,000sq m of exhibits, Cevisama provided visitors with a unique showcase to see the entire offering of Spain's tile industry, displaying some of the its most cutting-edge products from



manufacturers of ceramic floor and wall tiles, glazes, specialist colours, frits, raw materials, tools, machinery, natural stone and bathroom products. 2019 also saw a new initiative in the way of the addition of Hall 6, dedicated exclusively to the contract sector.

Tile of Spain also unveiled some of the key aesthetics we can expect to see more of this year, with many of the brands showcasing their take on trends across their exhibits. In terms of colours, pink reigned supreme, and an abundance of stalls featured at least one or two styles of soft pink. Vives' stand paid homage to this by unveiling its Hanami collection, including the Kasagi Rosa and Nagano Marsala tiles. Ideal to work alongside more muted schemes such as neutrals, soft pink is a great way to add a pop of colour to your interiors.

Geometry also took centre stage this year, with a strong emphasis on the diamond shape, embellishing surfaces throughout. From bold designs to more subtle motifs, Pamesa and Grespania nailed this look with their Artstract and Alabaster tiles respectively.

Seen among many stands, an emerging trend ▶



▶ was also evident – a botanical theme, with various exhibitors revealing leaf print décor tiles at this year's show. A great way to bring nature inside, Unicer's Bosco Collection is its subtle take on foliage for interiors with its rectified décor wall tiles.

Wood-effect tiles and slabs proved to be another popular style at Cevisama, with brands such as Neolith taking full advantage of this and pushing inventive boundaries. Its La Bohème bears a striking resemblance to natural wood – high in porosity, these slabs allow users to embrace the look of wood with all of the benefits of sintered stone.

"As ever the Spanish tile manufacturers exhibiting at Cevisama 2019 offered an inspiring blend of aesthetically beautiful and technically brilliant products that prove just how vibrant the tile sector is," said Clara Vicedo Peñarribia, architect, marketing and communications manager, ASCER – Tile of Spain. "The Valencia fair once again attracted a huge global crowd and is the place to find high-performance solutions."

» Save the date: Cevisama will be back in 2020 and is set to run from 3-7 February. ■

Area of interest

- » 73.6% of visitors were interested in ceramic tiles
- » 51.7% in bathroom furnishings
- » 38% in natural stone
- » 34% in roof tiles, bricks, glass bricks and display furniture
- » 26% in raw materials, frits, glazes and colours for ceramic tiles

Source: www.cevisama.feriavalencia.com



"THE VALENCIA FAIR ONCE AGAIN ATTRACTED A HUGE GLOBAL CROWD AND IS THE PLACE TO FIND HIGH-PERFORMANCE SOLUTIONS"

Clara Vicedo Peñarribia, architect, marketing and communications manager, ASCER – Tile of Spain



Cevisama at a glance

- » 91,179 fair attendees
- » 20,000 of those were foreign professionals
- » Total exhibitors: 793
- » Spanish exhibitors: 542
- » Foreign brands exhibiting: 251
- » 120,000sq m of exhibits
- » 10 halls

EXHIBITION



HANAMI

Vives
 Tel: +34 964 360 725. www.vivesceramica.com
 Vives' new Hanami collection is comprised of a wide range of tile designs that the company describes as 'a fresh and rejuvenated perspective' to fill the room with a positive energy. Perfect for mixing and matching, the Hanami Rosa tile (left) is pictured alongside the Nago Marsala geometric tiles (back far right). Both in a 230 x 335mm format, the entire series is made in these dimensions, 'with the aim of bringing traditional ceramics to a timeless style to adorn walls'

LAURENT

Museum
 Tel: +34 964 602 012. www.museumsurfaces.com
 Museum's Laurent collection features a dark black background splashed with white veins and oxide sparkles. Inspired by Noir St Laurent marble, these tiles come in either a 755 x 1510mm or 600 x 1200mm format, they are ideal for creating settings that are deluxe with a strong contemporary feel



EXHIBITION

FOUNDRY

Saloni
 Tel: +34 964 34 34 34.
www.saloni.com
 Inspired by a rusty gate, Forge from Saloni's Foundry collection is an elaborate 450 x 900mm decorative relief in porcelain. Iris, shown on the back wall along the middle, can be combined with other metal-effect formats in the series including Bronze, Gris and Ceniza

TECH-LAND

Natucer
 Tel: +34 964 604 066. www.natucer.es
 Celebrating its 30th anniversary, Natucer was located across two different stands at this year's Cevisama, showcasing its history and deep passion for ceramic tiles. Its Tech-Land surface has been developed for high technical and mechanical requirements, offering a high resistance to wear. Its high anti-slip resistance makes it an ideal product to be used in wet areas. Suitable for walls, floors and skirting, Tech-Land has an anti-bacteria effect which helps avoid bacterial growth, ease of surface cleaning and decompose air-polluting agents and smells. Pictured below is Tech-Land Temple Natural in a 225 x 225mm format



STRACCIATELLA

Arcana Ceramica
 Tel: +34 964 36 70 22. www.arcanatiles.com
 Inspired by the Italian technique of the Venetian terrazzo comes Arcana's new Stracciatella series – an 800 x 800mm matt-finish porcelain tile that's designed in the rectified format to generate a feeling of spaciousness in the room. Pictured here is the Stracciatella Nácar, a terrazzo of large chips that emulate jewels of different sizes and stand out from the surface, generating a spectacular effect

CALACATTA GOLD

Azteca
 Tel: +34 964 367 500. www.azteca.es
 Created from natural Calacatta stone in gold tones, Azteca's Calacatta Gold tiles transform the room into a unique environment, as every vein and imperfection in the tile has been worked with to achieve a perfect design. Available in either a matt or polished finish, and size formats of 1200 x 1200mm or 1200 x 2600mm, with a thickness of 6mm, the company suggests combining the two to section off high walls and break up interior spaces. Pictured here is Calacatta Gold 6K260 natural in 1200 x 2600mm on the walls, and 6K120 natural on the floor in 1200 x 1200mm



PALETTE

Peronda
 Tel: +34 964 602 012. www.peronda.com
 A wall tile collection in a choice of six spring colours for creating living spaces filled with light, Peronda's Palette is conspicuous with a simplistic, harmonious and modern feel. Available in colourways such as Ash, Fog, Taupe and Blue, the shades Ecu and Green are showcased below in a bathroom setting, with Decor Squares in Warm being used in the shower enclosure. Measuring 320 x 900mm, the tiles are 10.5mm thick



ALABASTER

Grespania
 Tel: 0121 457 6900. www.grespania.com
 Alabaster is a series of rectified, white body tiles that come in a 450 x 1200mm format and in a variety of designs. Inspired by the translucent stone Alabaster, it imitates its exquisite veining. Pictured here are Alabaster Beige on the left and Tebas Beige, a geometric relief tile, on the shower wall. Also available in the collection is Tebas Bronze, which features a copper finish and is ideal for creating elegant spaces in line with the interior trend for metallic touches



DASH BY RAW COLOR

Harmony
 Tel: +34 964 602 012. www.harmonyinspire.com
 A collaboration between designers Christoph Brach and Daniera ter Haar, Harmony showcased Dash by Raw Color at Cevisama this year, a collection designed exclusively for the company. It comes in 200 x 200mm and in a choice of six colours, including Dash Grey, Dash Nude and Dash Green. With its grid-like pattern, random ever-changing rectangular compositions can be created that combine different shades and lengths. Shown are the tiles in Dash Blue

LA BOHÈME

Neolith

Tel: +34 964 652 233. www.neolith.com

With the trend for wood-effect tiles and slabs in high demand, Neolith showcased its La Bohème collection. Inspired by the trunk of Lebanese cedar, La Bohème plays with the robust knots and marked lines in wood. Available in both tile (750 x 750mm, 1500 x 750mm, 1500 x 1500mm) and slab (3200 x 1600mm, 3200 x 1500mm) formats, it is 12mm in thickness. Requiring zero maintenance or treatment to enhance its performance, Neolith's timber-effect slabs can handle the rigours of everyday life



EXHIBITION

BOSCO COLLECTION

Unicer

Tel: +34 964 367 100. www.unicer.com

Unicer's Bosco Collection is a rectified décor wall tile in a 250 x 800mm format, and is shown here in Décor Bimba. Complementary solid colour tiles are available in blanco, nude or gris. Also featured in the collection is the Mosaico Bosco Mix – varying squares of greige in a 250 x 800mm format

SLAB

Apavisa

Tel: +34 964 701 120.

www.apavisa.com

Wildforest, pictured, is part of Apavisa's Slab Collection which was shown at this year's fair. Offering a sumptuous marble effect with rich veining, this rectified grey porcelain in a polished finish is available in a variety of formats including 1200 x 2600mm, 600 x 1200mm, 600 x 600mm, 1200 x 1200mm and 600 x 2600mm. Shown here is Wild Forest Grey Polished A+B+C in 1200 x 2600mm and Wild Forest Grey Polished Mix 1200 x 1200mm



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Manuel Rubert, president, Cevisama

ARTSTRACT

Pamesa

Tel: +34 964 50 75 00.

www.pamesa.com

Suitable for both walls and floors, Pamesa's Artstract glazed porcelain tiles are available in two decors – Diamond and Diagonals – and come in four colours, Ocre, shown, as well as three grey tiles in Ash, Neutro and Cementgrey. They are available in a 223 x 223mm format



HAVANA

Roca

Tel: 01530 830 080.

www.uk.roca.com

Roca took to a 62 l sq m stand to showcase its new range of floor and wall tiles. One highlight was its porcelain tiles inspired by natural elements – comprised of Couvet, Weekend, Ocala, and Havana, pictured. Havana pays tribute to hydraulic tiles, playing with their essence in different combinations. Measuring 200 x 200mm and 8mm in thickness, the Havana tiles are shown here in Jazz on the wall and Blues on the floor